

Memorandum

To: Antonio Banuelos/Delmy Cuellar

CC:

From: Ofelia Alvarez

Date: 12/6/2022

Re: Sole Source for the Police Department

Attached is a Sole Source for the Police Department. I agree with this Sole Source.

Thank you!



City of Richmond
Sole Source Justification

THIS FORM MUST BE COMPLETED AND APPROVED PRIOR TO ANY PURCHASE

Contact the Purchasing Division and discuss your rationale before completing this form. If Purchasing can help you make this a competitive purchase, then this form will not be required.

Attach this completed/approved form to requisitions when competitive quotes/bids/proposals are not solicited.
(Required for requisitions > \$3,000)

Requested Sole Source Supplier:

Company Name: RippleWorx, Inc. Contact Name: Jeff Kingsfield

Address: 104 Jefferson Street South, Suite 100

City: Huntsville State: AL Zip Code: 35801

Phone Number (404) 787-6544 E-Mail jeff.kingsfield@rippleworx.com

Duration of Contract: 3 year sole source

Estimated Cost: \$ 50,000/year Funding Source (Account String) 01191021-400209

Is the product/service IT related? Yes ☐ No ☒ If Yes, please attach the approved IT Authorization Form

For Product: Is the recommended company the manufacturer of the product? Yes ☒ No ☐

For Product: Does the manufacturer sell the item(s) through distributors? Yes ☐ No ☒

Description of Product or Service:

Describe the full scope of work or service contemplated including installation if required; items should include brand, model and part number if applicable; (if additional space is needed, include them in a separate page)

Rippleworx will provide the city's police department a personalized law enforcement mobile wellness application (known as MagnusWorx). The focus of this application will be to provide mental health support and well-being of all Richmond Police Department personnel and their families.

Sole Source Rationale: PLEASE ANSWER ALL THE FOLLOWING QUESTIONS: Explain why the recommended company is the only company that can meet the requirement. Address the following: Are there any other companies who can do this job? What condition (e.g. technological superiority, or performance risks, etc.) exists so that the recommended company has a significant advantage over any other company who can do this job? It is important to sufficiently address the key reason for awarding an order/contract without soliciting competitive bids. The rationale must be clear and convincing, avoiding generalities and unsupported conclusions.

The application provided by RippleWorx is one of a kind. It utilizes a learning algorithm to provide applicable content in the application to the end users. In addition, the RippleWorx application is capable of measuring users chemical reactions to stressors and content within the application. This is useful information to ensure proper content is provided, and ample support is given to the police department's personnel (and their families).
Rippleworx assist other law enforcement agencies with the wellbeing of their officers and their families to include (but not limited to): Huntsville Police Department (600 employees for 2 years), Alabama Department of Corrections (3500 employees for 6 months), and the Decatur Police Department (200 employees for 18 months).

(if additional space is needed, include them in a separate page)

Complete the following checklist

A specific contractor is the only source of the required item because (check all that apply):

- ☐ The required items are **proprietary to the Contractor**, and contractor solely transacts (sells) direct to the customer. (There are no dealers or distributors for contractor).
- ☐ The required items are **proprietary to the Contractor**, and **contractor does not sell direct to the customer**. Contractor solely distributes the item or service through only one dealer or distributor in the United States. (There are no dealers or distributors for contractor).

Note: If item or service is available from more than one source, the item or service may be treated as proprietary, but must be competitively solicited from multiple (two or more) sources.

- ☐ A specific item is needed:
 - ☐ To be compatible or interchangeable with existing hardware
 - ☐ As spare or replacement hardware ☐ For the repair or modification of existing hardware
- ☐ Federal or state grant names vendor as condition of funding. (Attach copy of grant that names vendor)
- ☒ There is a **substantial risk** in contracting with any other contractor, (e.g., only one contractor has been successful to date in implementing a difficult manufacturing process or the **services sought**). ***In a brief explanation, provide supporting evidence of why other contractors are considered to be unable to overcome the substantial risk.***

RippleWorx unique algorithm is key to the success of officers and their families well-being utilizing the application. If general information is provided that is not pertinent to the end user, the application will be unsuccessful in addressing the mental health and wellness of the department's personnel and their families. This can lead to officers leaving the department, or a decrease in morale.

- ☐ **Continuation of prior Work** – Additional item, service or work required, but not known to have been needed when the original order was placed with vendor, and it is not feasible or practicable to contract separately for the additional need. ***Provide brief explanation and supporting evidence.***

(If additional space is needed, include them in a separate page)

I acknowledge the City's requirements for soliciting competitive quotes/bids for purchases over \$3,000.00 and the criteria for justification for Sole Source purchases. I have gathered the required information, have made a concerted effort to review comparable/equal equipment/services (e.g., market research), and further affirm that there is no conflict of interest involved in the selection made.

Department: Police Department

Requester Name and Title: Kristopher Tong - Sergeant (Domestic and Sexual Violence Unit)

Note: Requester must be able to defend this justification.

Date: 11/28/22

Phone: 510-620-6668

Department Director (Print) Chief Bisa French

(Sign) [Signature]

Date: 12/6/22

Submit completed form to the Purchasing Division (Prior to submission to City Manager)

Finance Director:

APPROVED: [Signature]

DATE: 12/8/22

NOT APPROVED: _____

COMMENTS:

City Manager
(Under \$10,000.00)

City Clerk Attesting to Council Approval
(Over \$10,000.00) (Copy of Minutes may be substituted)

Note: Richmond Municipal Code Section 2.52.326 Sole Source Procurement requires final approval by the City Manager and/or City Council. Sole Source must be approved by Finance Director, PRIOR to Council Approval.

PROCEDURE

Sole Source purchase/service are exceptions to the normal bidding process and require a detailed justification. In processing Sole Source requests for supplies, services and/or equipment, the Purchasing Division adheres to and is governed by the principles set forth in City of Richmond Municipal Code Section 2.52.326 Sole Source Procurement.

If you are requesting a particular vendor, brand or product, you must make this fact clear on your Sole Source form. Your request will then be restrictive and non-competitive, and will fall into a sole source category. If the sole source justification is approved, the requisition can be expedited without the normal bidding requirements.

Such a request should not be made unless you are confident that your request is reasonable and appropriately justified to meet the City's requirements and withstand any possible audit. The City's requirements and the format for submitting such requests are contained herein. Sole Source form must be signed by authorized department representative(s). The certification will remain on file for audit purposes.

The following factors **DO NOT** apply to sole source requests and should not be included in your sole source justification. They will not be considered and only tend to confuse the evaluation process.

1. Personal preference for product or vendor.
2. Cost, vendor performance, and local service (these are generally considered award factors in competitive bidding).
3. Features which exceed the minimum department requirements.

Sole Source Justification

Company Name: RippleWorx, Inc
Contact Name: Jeff Kingsfield
Address: 104 Jefferson St S Ste 100
Huntsville, AL 35801
Phone: 404.787.6544
Email: jeff.kingsfield@rippleworx.com

Estimated Cost: \$100/user for MAGNUSWorx™ Base; \$200/user for MAGNUSWorx™ +; \$250/user for MAGNUSWorx™ ++ (based on annual SaaS license, setup/implementation cost dependent on number of users)

Is product/service IT related: No

For Product: Is the recommended company the manufacturer of the product: N/A

For Product: Does the manufacturer sell the item (s) through distributors: No

Description of Product or Service: *Describe the full scope of work or service contemplated including installation if required.*

RippleWorx has partnered with Dr. Mitch Javidi, developer of MAGNUS OVEA™ (general theory of performance and resilience) and his company the Readiness Network, Inc. / dba National Command & Staff College (NCSC) to provide a unique product: **MAGNUSWorx™**. This partnership is the first proactive and fully integrated evidence and science based wellness application for public safety professionals. The APP utilizing internationally recognized scientists and neurobiologists such as Dr. Paul Zak, is designed to encompass the five mental health's school of thoughts (behaviorism, biological, psychodynamic, cognitive, and humanistic) while scientifically and proactively including what we know about human emotions, mental health, wellness, neurobiology, relationships, resiliency, well-being and physical health, nutrition and performance to **EDUCATE, IMPACT, INSPIRE** and **TRANSCEND** employees – including but not exclusively for law enforcement, first responders and other departments within an organization.

RippleWorx analytics technical team: <https://magnusworx.com/at/>

NCSC content team: <https://magnusworx.com/content-experts/>

A ripple effect is defined as a "continuous and spreading result". The **MAGNUSWorx™** wellness APP product does just that - make change, growth, engagement, well-being easy by incorporating habit-forming techniques with nudges and queues to encourage daily development in a ripple-like format to achieve goals. Habits, goals, and behavioral changes take time. People have short attention spans. **MAGNUSWorx™** is built on the premise of showing results along the way so people stick to the process and experience real results.

The impact of wellbeing and holistic health for our law enforcement and first responder communities extends far beyond the individual and into every single relationship created throughout their lifetime. The ripple effect of the **MAGNUSWorx™** APP for Health, Wellness &

Resiliency reminds us that to offer wellness, health and peak performance to LEOs changes the communities each serve as well as the lives of their spouses, children, friends and beyond.

We must see the impact of today's choices ripples through generations to come. Enhancing the wellbeing and resiliency of one officer shapes the future through a "domino effect" impacting their family, community and society as a whole. From this understanding, the need to support the wellbeing of our officers today is paramount to the health of our communities and country for decades to come.

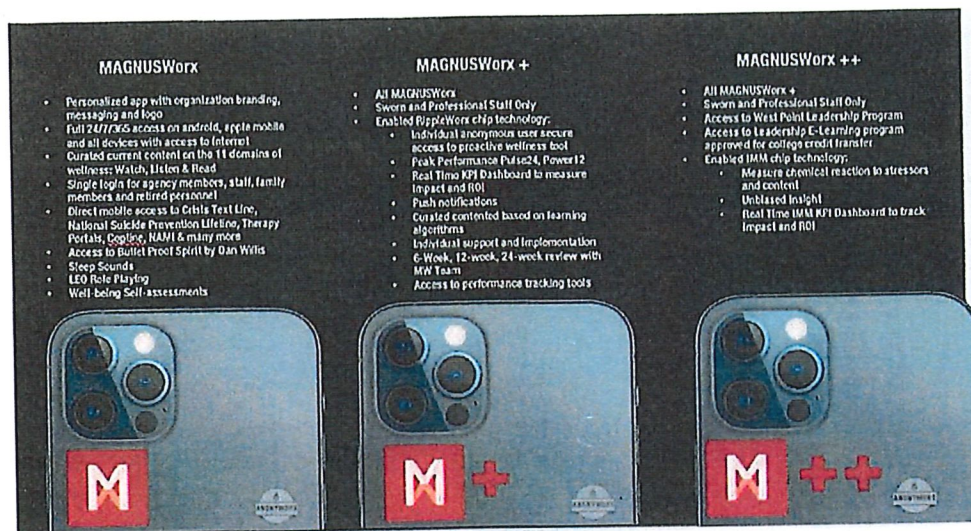
The APP has designed 11 Wellness Domains that traverse the span of your everyday life. Our team of wellness and leadership experts continually curate contemporary, evidence-based and best-practice content to ensure you and your organization are equipped to handle the demands of volatility, uncertainty, complexity, and ambiguity (VUCA) that fills the day of public safety professionals.

There are 3 levels of **MAGNUSWorx™** (Base, + and ++). The **MAGNUSWorx™** APP (+ and ++ levels) balance individual and organizational performance by providing the end-user with real-time tailored check-ins "PulseVibes©" to increase physical, mental, and emotional wellbeing. Designing a wellness plan requires intention and a multi-dimensional approach. The **MAGNUSWorx™** mobile APP activates that intention by delivering motivationally designed tools to help build an individualized pathway to overall healthy living.



The **MAGNUSWorx™** Base APP platform is a passive app (no pulse engagement). The base APP is INCLUDED in **MAGNUSWorx™** +, which is an upgraded service providing Health, Wellness & Resiliency content coupled with data analytics which is the first of its kind for public safety. On day 1 of **MAGNUSWorx™** contractor provided app access, agencies will have individual office universal logins for users (base APP with content resource) to get started. The **MAGNUSWorx™** team will then meet with and listen to the department leadership which includes (but not limited to) laying out specific goals, defining desired additional metrics (outside of standard APP metrics), and known office specific requests for APP customization. It is this APP customization for an organization (including all officers and staff) that will ensure the best officer health, wellness and resiliency engagement to combat VUCA.





Three levels of **MAGNUSWorx™** (Basic, + and ++)

Proposed Rollout including Implementation for **MAGNUSWorx™**

Year 1

Phase 1: APP Customization culminating in implementation

- Month 1: Kickoff – Meet/Refine APP requirements, goals, customization AND base APP access for all users
- Month 2: Process Intake and creation – all user populations, User Experience / User Interface design (back engine of the APP)
- Month 3: Custom wireframe architecture framework buildout APP
- Month 4: Data Visualization & sample population user feedback
- Month 5: Fully developed API integration for an organizations Site Administrator (PM) with Master Warehouse

Phase 2: Site-Specific Rollouts and online training sessions including train the trainer

- Month 6: Implementation rollout of groups 1 & 2 throughout department
- Month 7: Implementation rollout of group 3 & 4 (remaining offices)
- Month 8: Power 24 pulse surveys to all offices & users with curated content
- Month 9: Survey Analytics Metrics and user feedback; APP customization refinement (if needed) based on Survey Analytics
- Month 10: Power 12 pulse survey with targeted curated content in wellness domain areas identified in need
- Month 11: Survey Analytics Metrics
- Month 12: Fully deployed with continual access and push engagements with curated content

Sole Source Rationale: Rationale must be clear and convincing, avoiding generalities and unsupported conclusions.

Explain why the company is the only company that can meet the requirement.

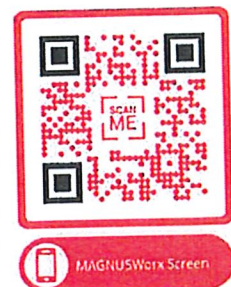
Traditionally, most wellness APPs follow the 8 dimensions of Wellness prescribed by the Substance Abuse and Mental Health Services Administration (SAMHSA). **MAGNUSWORX™** broadens the 8 dimensions to include a total of 11 dimensions for well-being.

And, unlike any other well-being and wellness platform or concept on the market today, the **MAGNUSWORX™** APP engages with the user confidentially on a regular and consistent basis, becoming part of the individuals' routine. As regular check-ins with the user, they open up a two-way dialogue around the critical topics that keep officers well. Currently, there is no product on the market that provides the + and ++ features of our service that combines education content with data analytics.

Why **MAGNUSWORX™**? <https://qrco.de/bdQdM1>

It is a cutting-edge mobile APP that helps you and your organization navigate the complexities of everyday life challenges. We focus on developing positive habit-building techniques sourced from a neurobiological perspective. We listen to your needs and translate them into resiliency building pathways. We optimize your values to help you create sustained wellness in your personal and professional life.

The APP values your feedback and protects it with the highest level of anonymity and confidentiality. We collect and analyze the data without the ability to connect it to your personal information. This is how we ensure your anonymity and confidentiality is protected. The primary goal of the APP is to fortify an agency with expanded wellness capacity and resiliency. Our breakthrough technologies are interwoven with expert knowledge, neuroscience, and best practices to build a strength-based wellness environment for peak performance of your organization and its members.



MAGNUSWORX™ Screen: <https://qrco.de/bdQdH1>

Simply stated, the APP is more than an information and resource center. In short, our Wellness Application will create a ripple effect overtime for the participant to build stronger capacities by learning to create internal attunement between relationships (internally and externally) and the mind leading to the brain re-wiring itself for better and positive **RESULTS** and **OUTCOMES**. It is a fully integrated Knowledge and Performance Management System (KPMS) to:

- Provide access to comprehensive educational programs containing a "Listen, Read and Watch" library of diverse wellness and well-being content.
- Enable participating agencies and/or agency-specific Peer Support Teams to submit content for review and inclusion in the application.
- Confidentially collecting, recording, analyzing, and correlating disparate data sets from the application domains through multiple source assessments developed and tested by our Subject Matter Experts (SMEs).
- Capturing qualitative sentiment information across all KPMS categories.
- Providing near real-time visualization of readiness level from the employee level to department/shift level in all application domains on a mobile device with web-based accessibility to peer support teams.
- Providing ease of interface and accessible intervention protocols between employee, leader, peer support, practitioner and family members through surveys, direct messaging, and appointment scheduling.
- Providing quick access to stored archival employee data / thresholds from baseline to end of career.
- Predicting areas (gaps) where the employee may need practitioner intervention including capability for practitioners and leaders to modify individualized training plans.
- Providing easy referral capabilities to wellness and peer support teams by monitoring wellness and well-being through our proprietary pulse sensor technology.

MAGNUSWORX™ 11 dimensions for well-being



1. **Mental:** Recognizing thoughts as simply mental activity and developing the capacity to regulate attention and thinking.



2. **Emotional:** Coping with stress and developing effective skills for satisfying relationships and state of mind.



3. **Resilience:** Building capacity for a faster recovery from adversities of life.



4. **Relationships:** Developing strong interpersonal and intrapersonal relationships.



5. **Family:** Developing healthy family connections.






6. **Physical:** Recognizing the need for and developing physical activity, diet, sleep and nutrition skills



7. **Leadership:** Developing personal and professional leadership skills to deliver results.



8. **Financial:** Understanding financials and satisfaction with current and future financial situations.

-  9. **Occupational:** Personal satisfaction and enrichment derived from one's work environment.
-  10. **Social:** Developing a sense of connection, belonging, and a well-developed support system.
-  11. **Spiritual:** Expanding a sense of purpose and meaning in life.

Are there any other companies who can do this job?

No, this is the first and only proactive and fully integrated evidence and science based wellness application for public safety professionals (mobile and desktop).

What condition (e.g. technological superiority, or performance risks, etc) exists so that the recommended company has a significant advantage over any other company who can do this job?

The **MAGNUSWorx™** APP is built on a proprietary methodology developed by the RippleWorx team which uses various assessments and measures to evaluate the holistic well-being of the officer in real time. These assessments, created and distributed through the mobile APP, allow for the rapid classification of inputs and measures to allow our algorithm to detect slight anomalies that might require attention. Each classification is tied to a **sensor** that will activate or alarm when the demands on this sensor outpace the resources for that classification.

Once a sensor is alerted, it will continue to notify the designated provider until the resources and demands come back into balance as measured through the continued assessments. While a classification or category is on alert, **resources** from the **MAGNUSWorx™** resource library will be suggested or applied until such a time that enough resources have been added to meet the current demand.

The **MAGNUSWorx™** team has designed a series of timed and classified assessments that allow for regular and consistent check-ins to permit more visibility into the overall well-being of the officer. Our assessments have been designed and curated by a wide-range of experts in the critical topics of physical wellbeing, nutrition, mindfulness, resiliency, anti-fragility, financial stress, substance abuse and addiction, PTSD and a variety of other issues that impact the officer well-being.

Designed to be engaging, responsive and consistent, the assessment strategy provides data such that we can recognize anomalies in responses that may be indicative of an issue or an imbalance before it becomes an active problem. The **MAGNUSWorx™** team was designed the assessments with specific resources available to be delivered via the mobile APP to address and create action around areas of concern.

And the reality of having a wellness application can be summed up in 3 key success metrics for the organization:

1. Retention – the ability to retain employees
2. Motivation – Employee Net Promotor Score – Track Motivation and Engagement Across Key Categories to Improve Engagement Real-Time
3. Recruitment - Desktop Dashboard for Individual employees – so they can see THEIR individual progress and the overall team progress

The RippleWorx software for collecting responses via the **MAGNUSWorx™** pulse allows for an anonymous feature that encrypts and delaminates the layers of information upon receipt such that the personal information from the user is separated from the response prior to being stored on the server and cannot be reconnected to discover the identity of the user.

No personally identifiable information
will be collected or retained.



Checklist:

- ✓ The required items are PROPRIETARY to the Contractor, and contractor solely transacts (sells) direct to the customer. (There are no dealers or distributors for contractor).